

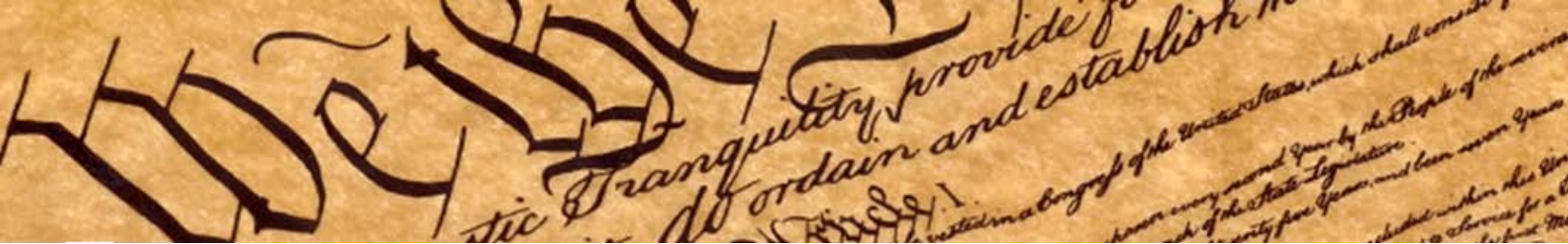


Libraries:

Foundations and Fundamentals
in Times of Challenge and Change



Virginia Library Association
2009 Annual Conference
Williamsburg, Virginia
October 29–30, 2009



Libraries: Foundations and Fundamentals in Times of Challenge and Change

Welcome to the 104th annual Virginia Library Association conference. We come together to celebrate libraries and librarianship, to learn and be encouraged by our colleagues' ideas and accomplishments, to be introduced to new ideas and trends, and to be inspired by our keynote speakers.

The theme for this year's conference is *Libraries: Foundations and Fundamentals in Times of Challenge and Change*. Our theme highlights the fact that the roles of libraries become especially critical during economically difficult times. Often experiencing budgetary trials of their own, libraries throughout the Commonwealth continue to provide a foundation for communities to prosper and grow.

This year's conference promises to be one of our best. The programs focus on meeting today's challenges with enthusiasm and creativity. Guest speakers are Adriana Trigiani, an accomplished author and playwright, and Leonard S. Marcus, a respected and talented writer, historian and critic. In addition to the traditional offerings, the ACRL is hosting a first time ever "conference within a

conference" with sessions and programs geared toward "User Centered Libraries." As you enjoy our many activities, don't forget to visit the exhibits and vendors in the exhibit hall. It is their support that enables us to have a successful conference.

Be sure to join us on Thursday evening for a great night filled with music, dance, and humor. IONA, one of the leading Celtic groups in the mid-Atlantic region, will entertain us with their rich blend of traditional Celtic music and original acoustic arrangements. Audience participation is expected and encouraged.

During your stay in Williamsburg, please take the opportunity to experience some of the great attractions the area has to offer. There are wonderful restaurants, shopping outlets, libraries, and historical sites to tour and discover. I am pleased to welcome you to the 2009 VLA conference and to historic Williamsburg. I am sure your time with us will be fun-filled and beneficial.

Robin P. Benke
President
Virginia Library Association

Conference Information

Registration

Registration packets can be picked up outside the President's Ballroom (Exhibit area) on Wednesday afternoon, Oct. 28 from 3:00-4:00 or inside the President's Ballroom Thursday morning immediately after the 9:00 Grand Opening. Friday, the registration desk will open at 8:00.

Exhibits

Exhibits will be open on Thursday from 9:00-5:00 and on Friday from 8:00-12:00. Please plan to visit the exhibits.

Box Lunch (\$5)

A turkey box lunch on Thursday will be provided for those who requested it and paid the \$5. In order to receive the box lunch you must indicate it on the registration form. A ticket to pick up the lunch will be in the registration packet. Please remember the lunches have to be pre-ordered so there will be no onsite tickets available.

Conference Evaluations

The conference evaluation forms will be available online at www.vla.org.

Book Signings

Check your conference packet for information on book signing times and locations. Please visit Booth #308 to purchase books of the authors presenting at the conference.

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Introducing the new Books in Print 2.0



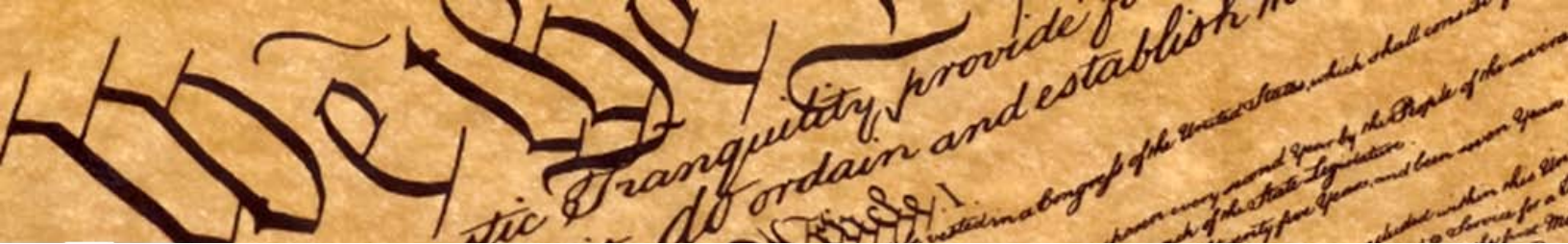
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Wednesday, 1:00–3:00 PM (No Cost)
Room 18

What’s new and what’s tried and true

Staff from Williamsburg Regional Library invite you to a free pre-conference on Wednesday, October 28 at 1:00 pm at the Williamsburg Marriott. We’ll look at what’s new from publishers for adults, teens, and children. We’ll also look at tried and true books that can fill the gaps when the newest hot book has a long list of reserves.

Feel free to bring a brown bag lunch, as well as a list of your favorite recommendations when there is not a Stephanie Meyer or David Baldacci book to be found.

Presenters: Barry Trott, Andrew Smith, Noreen Bernstein

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Wednesday, 4:00 PM

Tour

Join Bea Hardy, Director of Swem Library’s Special Collections Research Center, for a very special behind-the-scenes tour of one of Virginia’s largest special collections facilities. See the bursar’s accounts of college student Thomas Jefferson and the original Frenchman’s Map of Williamsburg. Marvel at the skill of the artists who painted the fore-edges of books and

peek into an 18th-century library. These treasures and more await you on the campus of The College of William and Mary; we look forward to seeing you!

If interested please sign up using the conference registration form. Directions and parking information will be sent to you. There is no cost for the tour.

Look for folks wearing New Member and 1st Time Attendee ribbons and please welcome them to the conference.

YOU NEVER KNOW WHO'S
GOING TO WALK THROUGH
YOUR DOOR NEXT.



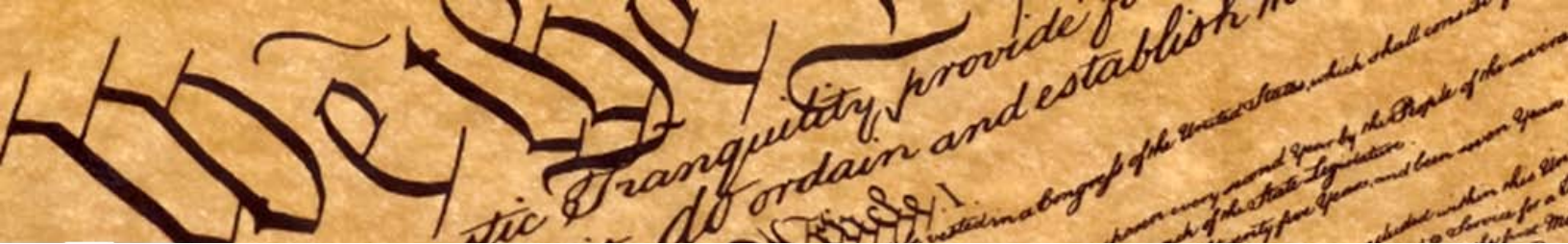
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Thursday, 10:00 AM — Auditorium

Opening General Session — Speaker: Adriana Trigiani

Adriana Trigiani is beloved by millions of readers around the world for her hilarious and heartwarming novels. Adriana was raised in a small coal mining town in southwest Virginia in a big Italian family. She chose her hometown for the setting and title of her debut novel, the critically acclaimed and bestselling *Big Stone Gap*, followed by the sequels *Big Cherry Holler*, *Milk Glass Moon*, and the fall 2006 release *Home to Big Stone Gap*. *Lucia, Lucia*, *The Queen of the Big Time*, *Rococo* and *Very Valentine* were all instant *New York Times* bestsellers. Adriana also teamed up with her family for *Cooking With My Sisters*, which was co-authored by her sister Mary, with contributions from their sisters and mom; the cookbook-memoir features recipes and stories dating back a hundred years from both sides of their Italian-American family. Adriana’s novels have been translated and sold in over 30 countries around the world.

Trigiani’s latest blockbuster *Very Valentine*, the first in a series, debuted at number nine on the *New York Times* bestseller list following its February 2009 debut. In this contemporary family saga, 33-year-old Valentine Roncalli must save her family’s custom made shoe company — one of the last family owned businesses in Greenwich Village — while juggling the personal demands of love, family ties, and an unexpected trip to Italy. The novel’s sequel, *Encore Valentine*, will debut in February 2010.

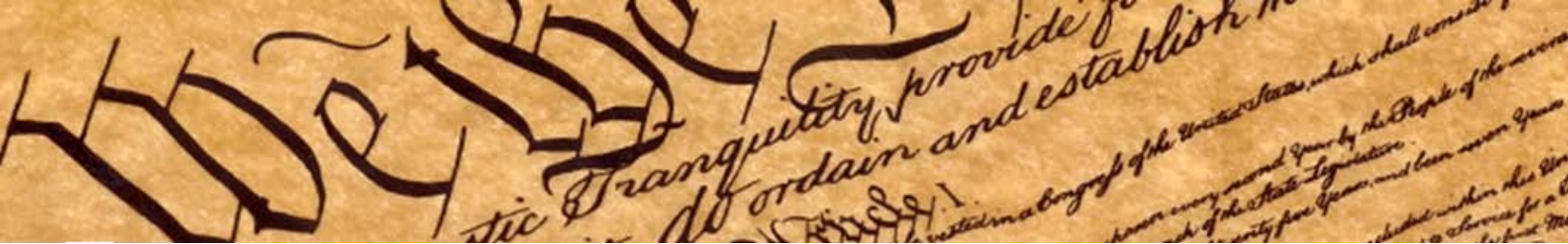
Trigiani is also working on a young adult novel, the first of three in a series



titled *Viola in Reel Life*, which will debut during fall 2009.

Adriana wrote the screenplay for and will direct the big screen version of her

novel *Big Stone Gap*, which will go into production this summer, and has also written the film adaptation of *Lucia, Lucia*.



Critics from the *Washington Post* to the *New York Times* to *People* have described Adriana's novels as "tiramisu for the soul," "sophisticated and wise," and "dazzling." They agree that "her characters are so lively they bounce off the page," and that "...her novels are full bodied and elegantly written." Her novels have been chosen for the *USA Today* Book Club, the Target Bookmarked series, and she's now officially a regular with Barnes & Noble Book Clubs, where she has conducted three online book clubs. Adriana speaks to book clubs from her home three to four nights a week. Her books are so popular around the world that *Lucia, Lucia* was selected as the "best read of 2004" in England by Richard and Judy.

After graduating from Saint Mary's College in South Bend, Indiana, Adriana moved to New York City to become a playwright. She founded the all-female comedy troupe "The Outcasts," which performed on the cabaret circuit for seven years. She made her off-Broadway debut at the Manhattan Theatre Club and was produced in regional theatres of note around the country. Among her many television credits, Adriana was a writer/producer on *The Cosby Show*, *A*

Different World, and executive producer/head writer for *City Kids* for Jim Henson Productions. Her Lifetime television special, *Growing up Funny*, garnered an Emmy nomination for Lily Tomlin. In 1996, she wrote and directed the documentary film *Queens of the Big Time*. It won the Audience Award at the Hamptons Film Festival and toured the international film festival circuit from Hong Kong to London. Adriana then wrote a screenplay called *Big Stone Gap*, which became the novel that began the series. Adriana spent a year and a half waking up at three in the morning to write the novel before going into work on a television show.

Adriana is married to Tim Stephenson, the Emmy award-winning lighting designer of the Late Show with David Letterman. They live in Greenwich Village with their daughter, Lucia.

Perhaps one popular book critic said it best: "Trigiani defies categorization. She is more than a one-hit wonder, more than a Southern writer, more than a woman's novelist. She is an amazing young talent."

2009 Conference Committee

Dr. Benjamin Goldberg, Chair
Williamsburg Regional Library

Robin Benke
The University of Virginia's
College at Wise

Noreen Bernstein
Williamsburg Regional Library

Janet Curtis
Williamsburg Regional Library

Valerie Gardner
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Williamsburg Regional Library

Kevin Smith
York County Public Library

Pat Van Zandt
College of William and Mary

Luke Vilelle
Hollins University

Tom Wetzelberger
3M Library Systems

Lydia Williams
Longwood University

Thursday, 8:00 PM — Auditorium

Social with IONA

Join us to hear IONA. Dessert and coffee will be served along with a cash bar. Don't forget to bring your ticket for a free glass of wine or beer! (Ticket provided in your registration packet.)

IONA's music is a unique, acoustic weave of the traditional music of Scotland, Ireland, Wales, Cornwall, Brittany (France), the Isle of Man, Asturias and Galicia (Spain), as well as their transplants in America. Blending songs, dance tunes, and aires into a rich and stunning tapestry, their style is outstanding in an arena where these traditions are seldom intertwined.

Conceived in 1986, IONA was the musical offspring of lead singer, bouzouki, guitar and bodhrán player Barbara Ryan and wind section, Bernard Argent. With fiddlers Jim Queen (banjo and vocals as well) and bass guitar player Chuck Lawhorn, IONA has become the leading Celtic group in the Mid-Atlantic region. They are all seasoned performers: entertainers who involve their audiences with the history and cultural backgrounds of the music, with teaching words to the songs — even those sung in a Celtic tongue, with leading simple Breton dances, with humor, and with every emotion in the spectrum.

An IONA show is known for:

1. Traditional Celtic Material
The haunting songs, toe-tapping dances and the humor of the Celtic peoples from Scotland to Brittany provide IONA with an incredibly varied repertoire
2. Original Acoustic Arrangements



All the members of the band play several instruments, often switching within a piece to achieve their unique sound. They weave tunes from different countries around their songs, pursuing complex rhythms with deft professionalism.

3. Lively Entertaining Presentation
Above all, IONA's performances are FUN! Barbara and Bernard teach audiences words to their songs (some in Celtic languages!), lead them in clapping and even encourage them to dance!

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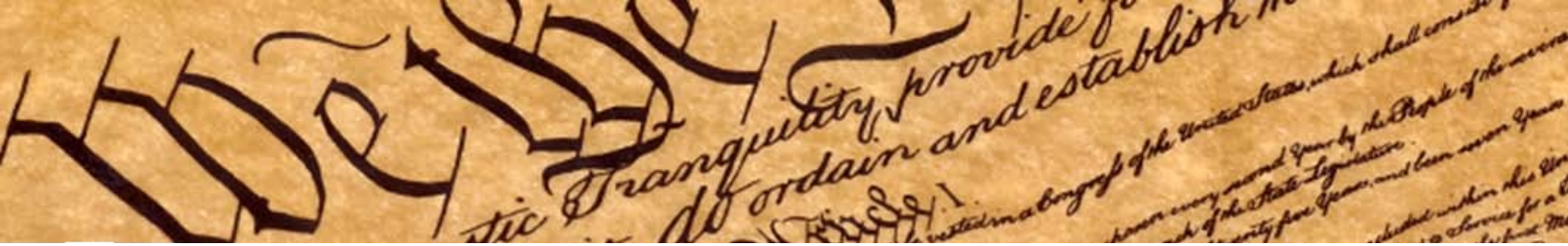
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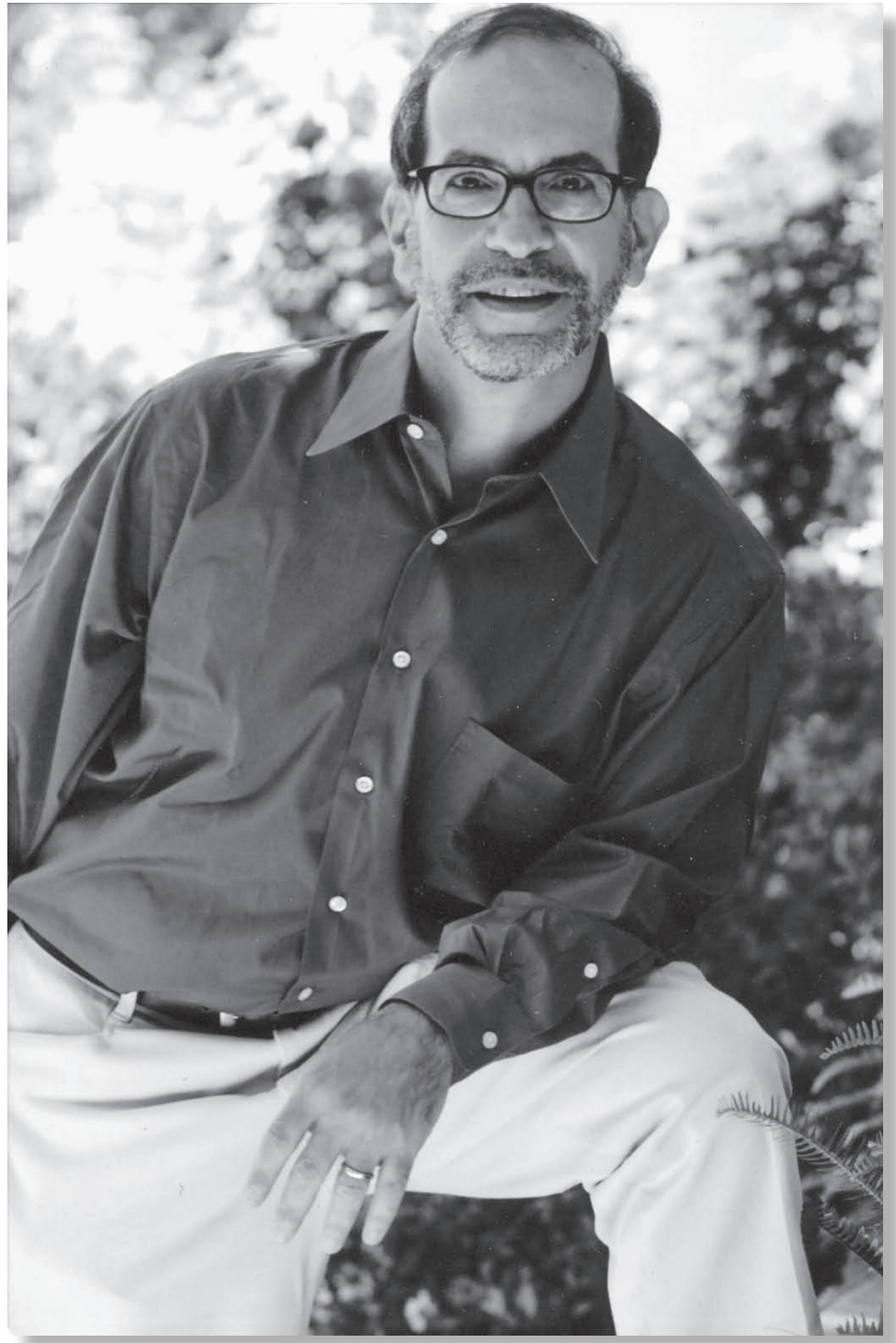
Friday, 9:00 AM — Auditorium

Second General Session — Speaker: Leonard S. Marcus

Leonard Marcus is one of the children's book world's most respected and versatile writers, historians, and critics. His incisive book reviews have been featured in *Parenting* magazine in every issue since 1987. He has been a frequent contributor to *The New York Times Book Review*, *Washington Post Book World*, *The Horn Book*, *Publishers Weekly* among other publications, and is a three-time judge of the New York Times Best Illustrated Books of the Year prize. He has been featured on numerous programs on television and radio. Leonard speaks to children, parents, and professional groups throughout the U.S. and around the world.

His books about children's literature and the authors and artists who create them include: *Margaret Wise Brown: Awakened by the Moon*; *Dear Genius: The Letters of Ursula Nordstrom*; *A Caldecott Celebration*; *Author Talk*; *Side by Side*; *Ways of Telling*; *Storied City*; *The Wand in the Word: Conversations with Writers of Fantasy*; *Gold Legacy*; *Minders of Make-Believe*. Recent children's books include *Oscar: the Big Adventure of a Little Sock Monkey* (co-authored and illustrated by Amy Schwartz) and *Pass it Down: Five Picture-Book Families Make Their Mark*.

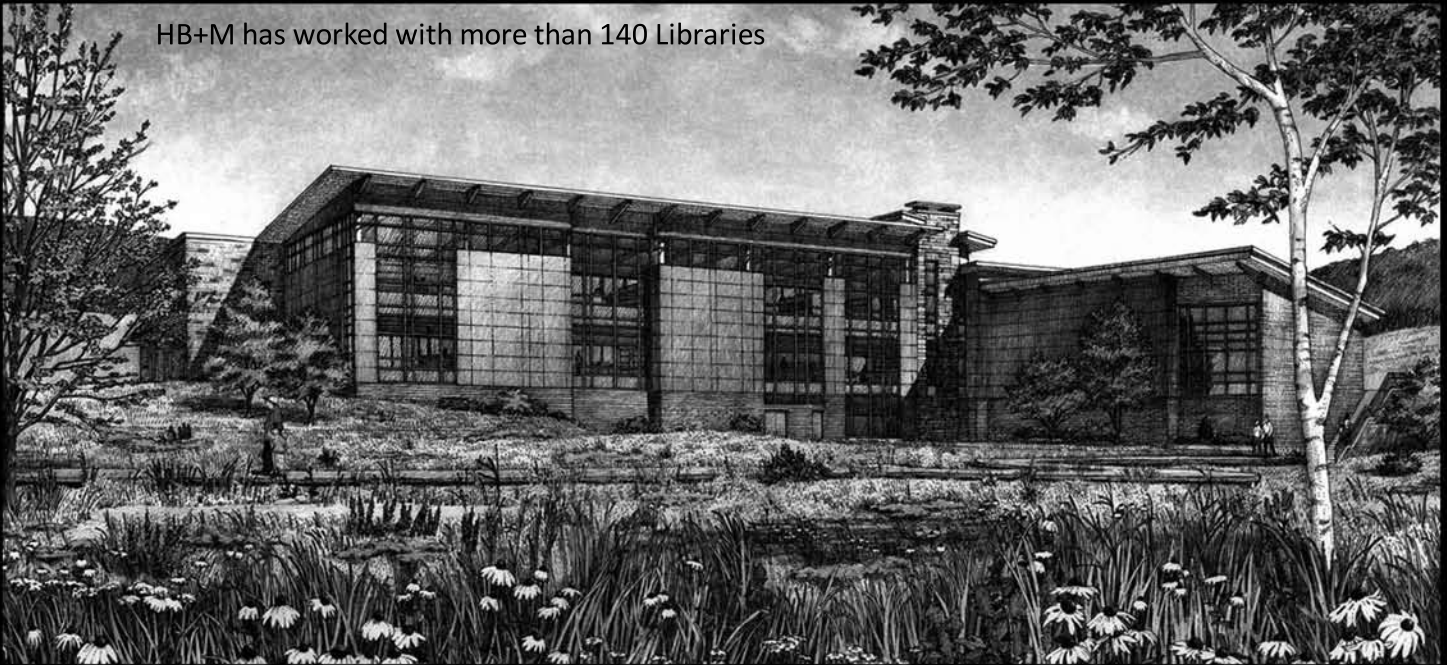
Leonard was born and raised in Mount Vernon, New York, where he attended public school. He holds degrees in history from Yale and poetry from the University of Iowa Graduate Writers' Workshop. In 2007, Leonard was awarded an honorary Doctorate of Humane Letters from the Bank Street College of Education. He and his wife, the picture-book artist Amy Schwartz, live with their son Jacob in Brooklyn, New York.



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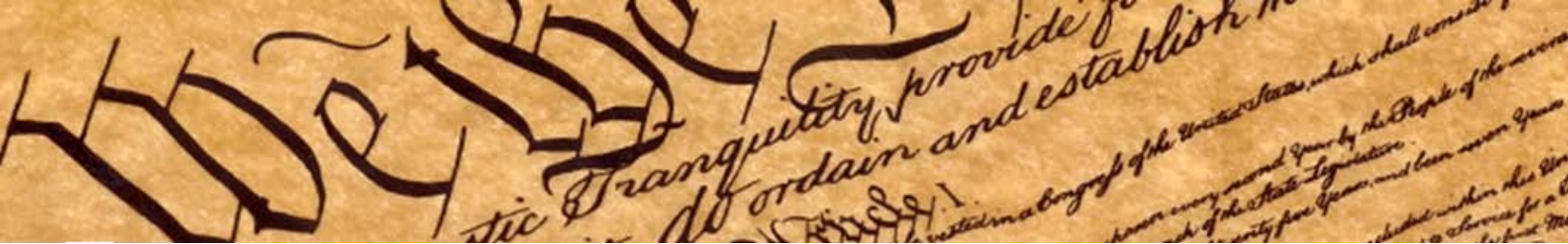


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Virginia office opening Fall of 2009

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Friday, 12:30–2:00 PM — Room 18 (Ticketed Event, \$31)

Jefferson Cup Luncheon

The Jefferson Cup Luncheon will be held on Friday, October 30 at 12:30 in Room 18. Ticket sales are limited to 150 on a first come first served basis.

The 2009 Jefferson Cup Award Winner is *George Washington Carver*, by Tonya Bolden.

Shampoo from peanuts? Wallpaper from clay? Ink from sweet potatoes? Discover Carver’s imagination and inspiration in this one-of-a-kind biography.

With imagination and intellect, George Washington Carver (1864–1934) developed hundreds of unexpected products from everyday plants. This book reveals what an exceptionally uncommon man Carver was: trailblazing scholar, innovative scientist, pioneering conservationist, and impassioned educator.

This book follows his life from slave and orphan to his college days as the first African American to attend Iowa State College (where he later taught), and on to his life and work in the field of agriculture. Illustrated with historical artifacts and photographs, the book traces Carver’s life, discoveries, and legacy.

Tonya Bolden has written more than twenty books for children and adults. Her book *Tell All the Children Our Story:*



Memories and Mementos of Being Young and Black in America was named a Best Book of the Year by School Library Journal. Her *Wake Up Our Souls: A Celebration of Black American Artists* received a starred review in *Booklist* magazine. *Maritcha: A Nineteenth-Century American Girl* was

named a YALSA Best Book for Young Adults, an ALSC 2006 Notable Children’s Book, a NAPPA Gold Award Winner, a CCBC Best Book of the Year, a New York Public Library Book for the Teen Age, and a Coretta Scott King Honor Book. She lives in New York City.

2009 VLA Scholarship Winners

This year VLA is able to award four \$2500 scholarships: two are sponsored by the VLA; one is sponsored by the VLA Foundation; and this year, one is sponsored by the Tidewater Area Library Director's Council. We deeply appreciate these two additional scholarships being made available for 2009.

VLA Clara Stanley Scholarship

Deborah Sweeney from the Augusta County Library is the 2009 recipient of the VLA Paraprofessional Forum Clara Stanley Scholarship. Deborah began working at Augusta County Library in 1998 as a Library Assistant; she has made advancements within the library and is currently the Assistant Director. She has been an active member of VLA since 2002, and is a member of ALA and PLA. She attended the PLA Conference in 2008. She has been active in organizations within her community for several years. She is earning her MLIS degree at the University of North Texas and will complete her degree in 2010.

VLA Scholarship

Megan Hodge is the recipient of the 2009 VLA Scholarship. Megan is Circulation Supervisor at the McGraw-Page Library of Randolph-Macon College. She has been a member of VLA since 2007, and is also a member of ALA, NMRT, ACRL, LLAMA, LSSIRT, SRRT, and LITA. She served on the VLACRL Conference Planning Committee for 2008-2009. She is active in community organizations,

and has been a volunteer at the Richmond Public Library. She currently is a book reviewer for the *Library Journal*. She is earning her MS in Library Science from the University of North Texas and will complete her degree in 2010.

VLA Foundation Scholarship

Lisa Blydenburge-McGuinness is the 2009 recipient of the VLA Foundation Scholarship. Lisa began working at the Loudoun County Public Schools in 2005 and is currently a Library Assistant. She has been a member of VLA since January 2009. She has been active in community organizations. She will begin her MSLS degree from Catholic University of America, DC, in the summer of 2009, and will complete her degree in 2012.

Tidewater Area Library Director's Council Scholarship

Kelly Bevins is the 2009 recipient of the Scholarship being given this year by the Tidewater Area Library Director's Council. Kelly is employed as a Library Information Specialist II at the Central Library in Virginia Beach. She has been a member of VLA since 2008, and currently serves on the Library of Virginia Youth Service Advisory Committee. She is also a member of ALA. She has been involved in her community's Youth and Family Services Team. Kelly is earning her Master of Library Science degree from Florida State University and will complete her degree in 2009.

THANK YOU

VLA would like to thank the following sponsors:

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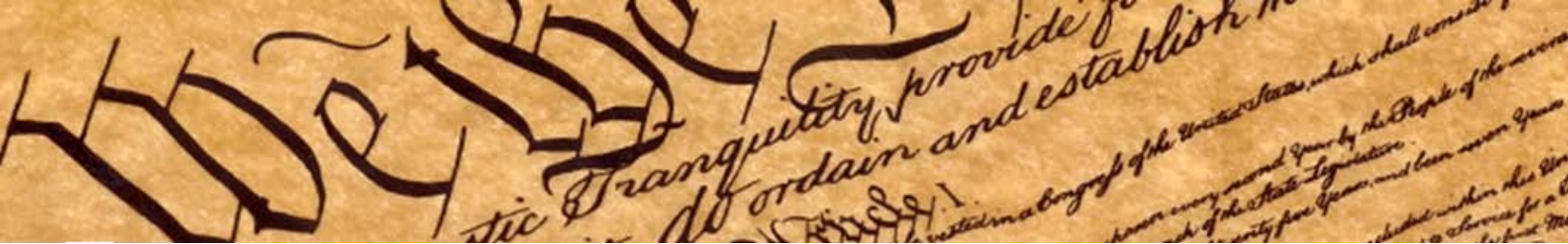
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Lukmire Partnership

A special thank you to Friends of the Williamsburg Regional Library for sponsoring the conference bags and the entertainment for the conference social and to MELOS for sponsoring the conference lan-yards.



2009 VLA Award Winners

Friends of the Library Award **Friends of the Jefferson-Madison** **Regional Library**

The 2009 Friends of the Library Award will be presented to the Friends of the Jefferson-Madison Regional Library for their continued support of local and statewide library services over the past forty-four years. Almost all of the funds donated by the Friends group are generated from the very successful book sale, held at the Gordon Avenue Library annually since 1964. Most of the funding helps to support local library services for children and young adults, while also supporting statewide library activities such as annual donations to VLA for legislative activities, the VLA Scholarship fund, the VLA Foundation, the Virginia Festival of the Book, and the library at the Fluvanna Correctional Facility for Women. The Friends of the Jefferson-Madison Regional Library also established the first library endowment fund in the Charlottesville Area Community Foundation in 1992, with a gift of \$20,000. Since that time, four additional library endowed funds have been created, to which the Friends group also provides support.

Honorary Life Membership **Alan Bernstein**

The 2009 Honorary Life Membership will be awarded to Alan Bernstein for a lifetime of service to the library profession, Virginia libraries, and the Virginia Library Association. Mr. Bernstein faithfully served as the VLA Reporter at the Board of the Library of Virginia meetings for nearly twenty years. His clear reporting produced a regular feature in

the *VLA Newsletter*, providing readers a window into current Board issues as they occurred. Mr. Bernstein's writing skills were also evident in his positions as a writer for *Academic American* and as an editor for *Colliers Encyclopedia*. Additionally, Mr. Bernstein served as the Outreach Librarian for the Handley Library in Winchester, and recently retired from the Heritage Public Library in Providence Forge as their Library Director.

Trustee Library Award **Larry Yates, Lonesome Pine Regional** **Library Board**

Larry Yates, the Chairman of the Lonesome Pine Regional Library Board, will be given the 2009 Trustee Library Award for his work in creating the new Haysi Community Library in Haysi, Virginia. As a selfless volunteer devoted to his community, Mr. Yates recognized the need to relocate the existing Haysi library to a larger, more accessible location. In order to accomplish this, Mr. Yates rolled up his sleeves and solicited the help of the community at large. With his guidance, the town was able to locate a building and raise funding for its renovation through bake sales, book sales, and carnival booths. Mr. Yates recruited volunteers to help with the renovation, even managing the construction crews himself so funding could be spent on materials rather than labor. Often found digging water lines or installing shelves, his response when faced with funding or construction setbacks was always "I know someone who..." Currently the Mayor of Haysi, Mr. Yates has proven himself to be a dedicated leader, motivating the entire community to get involved as they worked together to build a new library.

George Mason Award **"ALL HENRICO READS: Linking** **Libraries, Communities, and** **Cultures"**

Responding to a recent surge in the area's Hispanic population, the Henrico Public Library and Henrico County Public School system identified a need to create programs which encourage community discussion about immigration and its related political issues. Building on the ALA's "Linking Libraries, Communities, and Cultures" theme, they invited Latina author Julia Alvarez to participate in their 2008–2009 ALL HENRICO READS partnership project. Waiving her usual speaking fee, Ms. Alvarez agreed to a two-day speaking engagement, offering a large-audience evening event as well as small-group sessions with area students the following day. Build up to the grand event included such opportunities as participating in the annual Que Pasa Festival in Richmond, book discussions at the area Spanish Immersion Center, and even an unexpected censorship incident in which parents objected to their children reading Alvarez's book *How the Garcia Girls Lost Their Accents*. The advertising, conversation, and controversy helped to draw a crowd of well over 1000 participants, which assisted in achieving the program's goal of educating the community about the immigration experiences of their local Hispanic families. Undoubtedly, the most heartwarming members of the gathering were those Hispanic families who not only came to hear Ms. Alvarez speak, but waited hours after the program with other audience members to see her, talk with her, and share their own immigration stories.



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Conference Sessions

THURSDAY

THURSDAY 9:00–10:00
PRESIDENT'S BALLROOM

Grand Opening of Exhibits and Registration

Coffee and pastries provided by Midwest Tapes.

THURSDAY 10:00–11:30 AUDITORIUM

Opening General Session

Jefferson Cup Award announcement.
Keynote Speaker: Adriana Trigiani, Author.

THURSDAY 11:45–1:00

Box Lunch Served in Exhibit Hall.

THURSDAY 12:00–12:30 ROOM 18

VPLDA Executive Committee Meeting

THURSDAY 12:00–1:00 CENTER LOUNGE

VLACRL Business Meeting

THURSDAY 1:15–2:00 ROOM 3

State Government Publications & DigiTool

This session covers how the Government Documents staff designed a course to teach a user base with little to no technical library experience to deposit their agencies' publications using DigiTool and how LVA staff has handled this influx of submissions to build a centralized collection of born-electronic state government publications.

Presenters: Nathan Verilla and Meiku Lo, The Library of Virginia.

THURSDAY 1:15–2:00 AMPHITHEATER

LibX 2.0 - Enhancing the Web

LibX (<http://libx.org>) is a popular browser plugin for Firefox and Internet Explorer that has been adopted and customized by hundreds of libraries. Through its intuitive configuration interface, the Edition Builder, LibX editions can be freely created and customized. LibX 2.0 is a new community effort to enhance the web.

Presenter: Annette Bailey, Virginia Tech.

THURSDAY 1:15–2:00 CENTER LOUNGE

Broadcasting Business Information: Library Instruction for 500

Helping inexperienced users navigate business library resources is challenging for any librarian. But helping 500 neophyte business students to locate, understand and use information for their business plans is just another day on the job for librarians at James Madison University.

Presenters: Jason Sokoloff and Kathy Clarke, James Madison University.

THURSDAY 1:15–2:00 ROOM A/B

Face(book)ing the facts: A librarian's guide to surviving Facebook

Social networks are increasingly popular tools for personal communication. Large numbers of patrons use Facebook or similar websites daily, but can libraries use Facebook effectively? Our presentation will provide an overview of Facebook and its use in an academic library setting.

Presenters: Bettina J. Peacemaker and John Glover, Virginia Commonwealth University (VCU) Libraries.

THURSDAY 1:15–2:00 ROOM 18

Library Advocacy: It's Everybody's Job

In an informative session learn from American Library Association President Camila Alire about the importance of advocacy and how frontline librarians and library staff can get involved in advocacy with the people they know best.

Presenter: Dr. Camila Alire, American Library Association.

THURSDAY 1:15–2:00 ROOM 2

Are You a Censor? Of Course Not!

Does your library own BOY TOY, ME, PENELOPE and THE RAINBOW PARTY? If not, why? Do you recatalog items from Juvenile to YA or Adult? Do you put picture books in non-fiction? Is this self-censorship or doing what you must to make sure the book stays available? Should public libraries and school libraries use different criteria for selection? Let's talk about it.

Presenter: Noreen Bernstein, Williamsburg Regional Library.

THURSDAY 1:15–2:00 AUDITORIUM

Dialogue with Directors: Library Leaders Answer Your Burning Questions

Join us for a candid question & answer session with a panel of Virginia library directors. Panelists will address questions submitted anonymously beforehand along with ones posed by attendees. Sponsored by the Leadership Development Forum.

Presenters: Sandra Treadway, Library of Virginia; John A. Moorman, Williamsburg Regional Library; Wendell Barbour, Longwood University; Sylvia Rortoedt, Northern Virginia Community College; and Scott Firestine, Appomattox Regional Library. Moderator: Elizabeth Hensley, Culpeper County Library.

Conference Sessions CONTINUED

THURSDAY 1:15–2:00 ROOM 17

More for Your Money: Using Grants as Leverage

Most of us think of grants solely as a means to procure funding. In today's ever-changing and highly connected world, grants can do much more for your organization than simply provide a source of money. This workshop will address some grant basics, but will focus primarily on how to leverage grants to shape more innovative programming, improved community relations, new and invigorating partnerships, and yes, even future grant proposals!

*Presenters: Shari Henry and Mike Mabe,
Chesterfield County Public Library.*

THURSDAY 1:15–2:00 ROOM 11

The Devil is in the Detail: Building a User-Centered Collection

For a mid-sized, academic library without subject specialist for most fields, a year-long analysis of our collection using a commercial product was challenging. Hear how our project was ultimately worthwhile and resulted in a collection more focused on user needs.

Presenters: Gail Flatness and Katherine Absher, Marymount University.

THURSDAY 2:15–3:00 AUDITORIUM

How to Become a Passport Acceptance Facility

How to go about it, criteria of the agent, training, and benefit to the Library.

*Presenter: Velma Bush, Washington
Passport Agency.*

THURSDAY 2:15–3:00 AMPHITHEATER

What Our Users Are Telling Us: A Simple Method of Analyzing Survey Comments

Surveys of our users often yield many comments. Their insights are often underutilized due to the difficult and time-consuming nature of qualitative analysis. Using only Excel, ClinTools freeware, highlighters, and the quantitative method introduced here, one person can uncover basic patterns of user satisfaction from their comment data.

*Presenter: Eric Ackermann, McConnell
Library, Radford University.*

THURSDAY 2:15–3:00 CENTER LOUNGE

Learning to Share: Research Guides as Web 2.0 Tools of Interaction and Collaboration

Listen to the story of Longwood librarians who bought LibGuides to guide students through the research labyrinth. They created research guides in their own image and lived happily ever after ...until one day librarians sought students' opinions and collaborated with the academic community. Learn how those adventures made them rewrite their story.

*Presenter: Tatiana Pashkova-Balkenhol,
Longwood University Library.*

THURSDAY 2:15–3:00 ROOM 17

How to Score the Score: Copyright Friendly Music in your Library

This presentation will discuss online government and company resources for copyright research in music. After a brief general copyright discussion, the session, which will cover both music recordings and scores, will take the participant through the entire research process from determining copyright holders and investigating copyright renewals to researching orphan works.

Presenter: Ana Dubnjakovic, Virginia Tech.

THURSDAY 2:15–3:00 ROOM 18

What's Hot in Romance?

Let's discuss the newest trends in the romance industry. Discuss the pros and cons of each new trend and how you can put it to use for your library. Learn what titles and publishers are HOT and which are not.

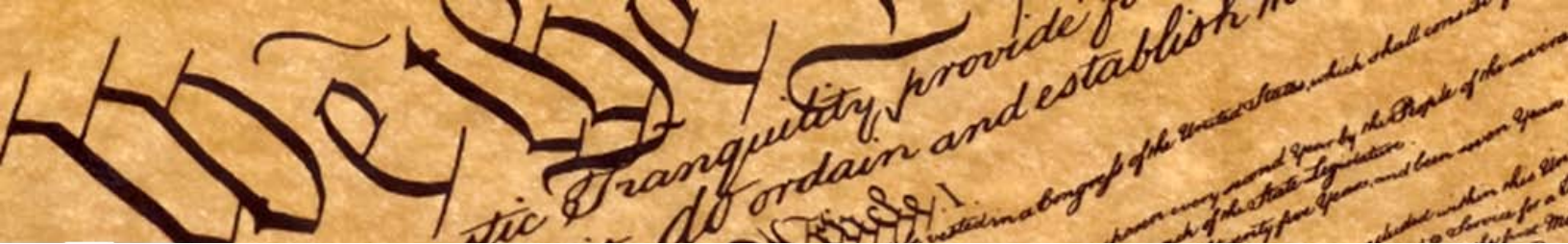
*Presenter: Randi Wines, Roanoke Public
Library.*

THURSDAY 2:15–3:00 ROOM 2

Welcome to the Virginia Library Association

Explore the opportunities that abound with your active membership in the Virginia Library Association. VLA offers a platform for professional and paraprofessional achievement, provides network possibilities, and helps to improve libraries throughout Virginia. From Legislative Day to Continuing Education, discover where you can make a difference!

*Presenters: Marianne Ramsden and Stella Pool, Jefferson-Madison Regional Library;
and Kathy Clevenger, Culpeper County
Library.*



THURSDAY 2:15–3:00 ROOM 3

ALA: Your Way!

Join Jim Rettig, Immediate Past President of the American Library Association, and Jessica Schwab, ALA Chapter Councilor for VLA, for a discussion about what ALA can do for its members and the profession as ALA develops its next five-year strategic plan.

Presenters: Mr. James Rettig, Boatwright Memorial Library University of Richmond and Jessica Schwab, Prince William County Public Library System: Bull Run Regional Library.

THURSDAY 2:15–3:00 ROOM A/B

Programs on a Shoestring

Your program and circulation statistics are up, but your budget (and/or staff) has been reduced! Not to worry. You can still offer quality programs that will please your patrons and not wreck your budget. Please come prepared to share your ideas with the group. This is sponsored by the Youth Services Forum Executive Committee.

Presenter: Jennifer Schultz, Fauquier County Public Library.

THURSDAY 2:15–3:00 ROOM 11

Speed Weeding

When the Von Canon Library was given six weeks to move its off-site materials into a new space 1/3 the size, its small staff faced the challenge of weeding or moving tens of thousands of items in record time. Come find out how what we learned could help you.

Presenters: Duane Wilson and Melissa Davis, Southern Virginia University.

**THURSDAY 3:00–3:45
PRESIDENT'S BALLROOM**

Visit the Exhibits

Cookies and soda provided by EBSCO.

THURSDAY 4:00–4:45 AMPHITHEATER

**Textbook Sticker Shock?
Come to the Library!**

Marymount University's Reinsch Library had to develop processes and procedures to satisfy a Student Government Association request to place course textbooks on reserve. However, this request had to be satisfied with no additional monies for the print collection budget.

Presenters: Marcia Dursi and Gwen Vredevoogd, Marymount University.

THURSDAY 4:00–4:45 CENTER LOUNGE

**User-Centered Teaching: Experiences
Developing a Credit Bearing
Graduate Course**

Drawing on three years of experience in developing and teaching a required, credit-bearing graduate course for English majors, Ms. Stoval will explore strategies employed in creating a user-centered classroom. Discussion will include details of course inception, present-day in-class assignments, future plans for an online course, and overall course challenges and rewards.

Presenter: Connie Stovall, Virginia Tech.

THURSDAY 4:00–4:45 ROOM 11

Crossing Over

Crossover fiction bridges the gap between adults and teens. This trend is quickly growing — don't let your library fall behind! Come learn how you can incorporate this growing trend into your library — learn about programming, purchasing and displaying new materials. Let's capture the attention of both teen and adult readers.

Presenters: Randi Wines and Alicia Gladwell, Roanoke Public Libraries.

THURSDAY 4:00–4:45 ROOM 2

**Polish Your Diamond(s) in the Rough:
Building Staff through Big Changes
and Small Adjustments**

Do you need help figuring out how to incorporate staffing changes into your library's strategic plan? CCPL needed to increase professional staff and utilize personnel resources in a more effective way. After 1-1/2 years of investigating benchmark libraries, we justified the additions and adjustments in a written plan that allowed us to communicate with county administration and board members the measures necessary to move forward. Join us as we share our process and our written plan.

Presenters: Mike Mabe and Polly Duffey, Chesterfield County Public Library.

Conference Sessions CONTINUED

THURSDAY 4:00–4:45 ROOM 3

Bikes, Bytes, and Books — Creating a Downtown Library Scene

It takes more than books to bring people to the library; sometimes it takes hula hoops, Vikings, dancing, and bicycles! Learn how to engage and invigorate your community by transforming your programs, marketing, even the library itself into what they want, when they want it!

Presenters: River Laker, Wendy Allen and Nathan Flinchum, Roanoke Public Libraries.

THURSDAY 4:00–4:45 ROOM A/B

Great Buildings, Less Money

Current economic and social forces afford new opportunities to rethink library facilities. How best to attack costs of program, site, building, and technologies? How do green buildings contain costs now and conserve money and resources long-term? And: can the move away from print, and toward new media, save costs?

Presenters: Randolph Hudson, AIA, LEED AP, Hayes Large Architects, LLP and Richard Murphy, Prince William County Libraries.

THURSDAY 4:00–4:45 AUDITORIUM

Strategies for the Future — a Legislative View

Libraries throughout Virginia are committed to responding to community information needs and meeting the increased demand for service generated by a troubled economy. Key legislators will discuss strategies to ensure a successful legislative agenda to support libraries' historically important responsibility to serve all Virginians during difficult times.

Presenter: Delegate Bud Phillips.

THURSDAY 4:00–4:45 ROOM 18

Surf Smart with NetSmartz

Internet Safety can be a fun family experience using NetSmartz, an interactive web based program that shows how to identify and avoid Internet pitfalls. Learn how Roanoke Public Libraries and the City of Roanoke Police Department have teamed-up to provide free access to training for families using this valuable safety tool.

Presenters: Jason Moore, City of Roanoke Police Department, Jason Lane and Amber Yopp, Roanoke Public Libraries.

THURSDAY 4:00–6:00 ROOM 17

VIVA User's Group Meeting

VIVA (The Virtual Library of Virginia) convenes its 13th Annual Users Group Meeting. Agenda: a discussion of journal/database licensing by Madelyn Wessel, Special Advisor/Liaison to General Counsel, University of Virginia; brief update on VIVA's products and activities; creation of an OCLC Reclamation Project Best Practices document; access to government statistics.

Presenters: Kathy Perry, Virtual Library of Virginia; Madelyn Wessel, University of Virginia; Peter Bruce and Donna Hughes-Oldenburg, Old Dominion University.

THURSDAY 5:00–6:00

Business Meetings

Local History Forum – Center Lounge

VPLDA Meeting – Room 18

Youth Services Forum – Room 2

Please join the Youth Services Forum for wine and cheese.

Paraprofessional Forum – Room 11

THURSDAY 5:00–6:00

ROOM A/B AND FIREPLACE LOBBY

University of Tennessee School of Information Sciences Alumni & Friends Reception

Prospective students, current students, alumni and friends of our school are welcome to join SIS Director Dr. Ed Cortez for socializing, networking, and fun. Refreshments and a cash bar will be provided.

THURSDAY 5:00–6:00 AMPHITHEATER

Virginia Library.Solution User's Group Meeting

Open discussion and demonstration of LS2 KIDS and LS2 PAC.

Presenter: Brad Cole.

THURSDAY 5:00–6:00 ROOM 3

Lyrasis Member Forum

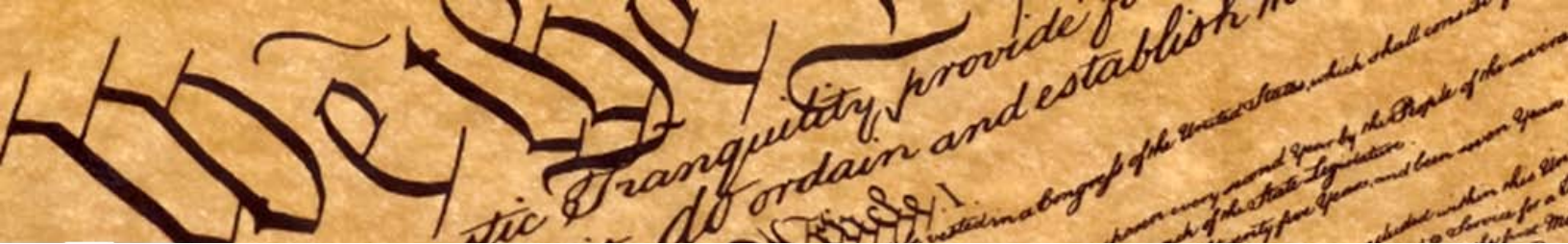
The Lyrasis Member Forum is an opportunity to learn more about what Lyrasis has to offer new and existing members, and gives attendees a chance to share their individual feedback with key Lyrasis staff. All are welcome to attend.

Presenter: Ken Norquist, Lyrasis.

THURSDAY 8:00–10:00 AUDITORIUM

Conference Social

Join us to hear IONA. Dessert and coffee will be served along with a cash bar. Don't forget to bring your ticket for a free glass of wine or beer! (Ticket provided in your registration packet.) Entertainment provided by the Friends of the Williamsburg Regional Library.



FRIDAY

FRIDAY 8:00

Registration in Exhibit Hall

Coffee and pastries provided by Pro-Quest.

FRIDAY 8:00-8:45 AUDITORIUM

Extreme Makeover: New Ideas for Older Libraries

Does your library look worn down, outdated? Learn how to re-image your library, improve customer service, increase your circulation and put the WOW back in your library. Practical solutions for all budgets will be presented.

Presenter: Denelle Wrightson, PSA-Dewberry.

FRIDAY 8:00-8:45 AMPHITHEATER

Assessing the One-Shot Instruction Session

VT librarians will discuss how and why they transitioned from a paper-based instruction assessment to an online assessment survey. The new format allows for speedy lesson modifications and greater depth of analysis. This format also provides an easy method for a follow-up survey from the content area instructor.

Presenters: Carolyn Meier and Jennifer Nardine, Virginia Tech.

FRIDAY 8:00-8:45 CENTER LOUNGE

Website Re-design on a Dime: Gathering User Input on a Budget

In this presentation we will discuss how we designed and implemented a plan to gather information from our students on the usability of the Grafton Library website at Mary Baldwin College. We will also show how we used the information we gathered to design a more user-friendly website.

Presenters: Alison Peppers and Ilka Datig, Mary Baldwin College.

FRIDAY 8:00-8:45 ROOM 17

Serving Time: Extending Library Service to Incarcerated People

Have you considered serving the incarceration facilities in your area? Through our outreach services department, we lead two monthly book discussion groups at the juvenile detention home and one at the women's diversion center, and make magazine and book deliveries to the county jail and youth group home. This workshop will address the programming, partnership, and practical (funding and staff) aspects involved in bringing library services and materials to those serving time.

Presenters: Mike Mabe and Clara Hart, Chesterfield County Public Library.

FRIDAY 8:00-8:45 ROOM 16

Intellectual Freedom: What Is it? Why Is It Important?

This will be a short course on Intellectual Freedom in the library. Participants will get a better understanding of the reasons behind library policies that protect users' First Amendment rights in their use of the library.

Presenter: John A. Moorman, Williamsburg Regional Library,

FRIDAY 8:00-8:45 ROOM 2

Let's Get Crafty

Okay, so you're no Martha Stewart. Fear not! You too can have successful craft programs that will win over your teen and tween audience. Learn some simple craft ideas that will appeal to both boys and girls and your budget. You'll also learn some valuable resources and tips for craft programming.

Presenters: Amber Yopp and Alicia Gladwell, Roanoke Public Libraries.

FRIDAY 8:00-8:45 ROOM 3

Beyond Recession Library Usage Surge: Retaining Library Patrons

The economic recession has been the main focus for library usage surge. A systemic approach and long term care to maintaining and sustaining patrons surge usage post economic recession will be discussed. It is sine qua non that the libraries sustain this surge. Maintaining gained library usage momentum for all times will be discussed. This presentation will discuss current library initiatives, and how patrons can partner with the library for mutual benefits.

Presenters: Abiodun Solanke and Dora Douglas, University of Richmond.

Conference Sessions CONTINUED

FRIDAY 8:00–8:45 ROOM A/B

Challenging Times for Librarians and the Va. Employment Commission

Public libraries and the Virginia Employment Commission are swamped with job seekers/unemployment needs. This session will introduce the redesigned VEC website and discuss possible cooperative efforts to meet overwhelming needs.

Presenters: Cindy Church, Library of Virginia, and John Payne, Virginia Employment Commission.

FRIDAY 8:00–8:45 ROOM 11

Creating SLACers: How to Build a Student Library Advisory Committee

Boatwright Library's Student Library Advisory Committee (SLAC) was created in the fall 2007. Learn how we decided to structure and organize the committee, engage our student members, and maximize benefits to both students and library staff. Participants will be encouraged to share their experiences as well.

Presenter: Olivia Reinauer, University of Richmond.

FRIDAY 9:00–10:30 AUDITORIUM

Second General Session Annual Business Meeting VLA Scholarship Presentation, Awards and Recognition Presentation and passing of the gavel

Keynote Speaker: Leonard Marcus,
Author.

FRIDAY 10:45–11:15
PRESIDENT'S BALLROOM

Visit the Exhibits

Scholarship raffle drawing

FRIDAY 11:30–12:15 ROOM 17

STAT-USA: Can't Afford it, Can't Live Without It

STAT-USA/Internet is an extensive collection of U.S. economic and finance data, international trade statistics, and market research reports. Campus-wide access to STAT-USA ended in May 2009 when VIVA did not renew the contract. Join us and learn free, easily accessed sources for much of this information. Presented by the VLA Public Documents Forum.

Presenters: Ellen Krupar, University Libraries/Va Tech and Alan Zoeliner, College of William and Mary.

FRIDAY 11:30–12:15 AMPHITHEATER

Case of the Millennials Mysterious Searching Habits

Much has been made of the search habits of "millennials," who have grown up with the Internet for information. But when students need more in-depth or scholarly information, what do they really do? Lucy Holman will share the results of her research into millennials' search behaviors and the curious inconsistencies she discovered.

Presenter: Lucy Holman, University of Baltimore.

FRIDAY 11:30–12:15 CENTER LOUNGE

This, That or Both? Comparing the Usability of Results from LibQual+® and a "Home Grown" Customer Satisfaction Survey

A comparison of results from a Library Customer Satisfaction Survey to those from LibQUAL+®, a survey developed and sponsored by the Association of College and Research Libraries, demonstrates how a variety of assessments maximize communication with library users to make service enhancements.

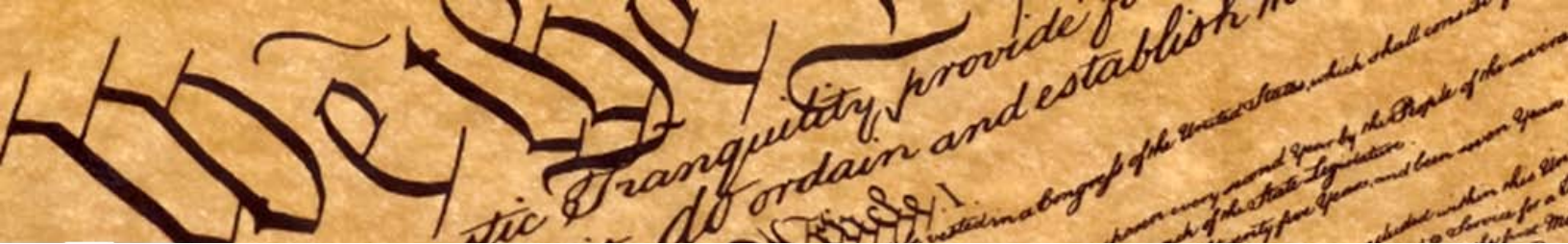
Presenters: Sandra Yaegle and Sara Baron, Regent University.

FRIDAY 11:30–12:15 AUDITORIUM

The Balanced Scorecard: How to Adapt Business-Centered Principles to Your Library

Particularly in today's economic climate, libraries have to implement solid business principles in order to stay viable. This session will teach you how to use Balanced Scorecard principles to align your staff, services, facilities, and resources with your library's mission. We'll look at who we are, how we do what we do, cause/effect relationships in the workplace, formulating a plan, and measuring progress.

Presenter: Mike Mabe, Chesterfield County Public Library.



FRIDAY 11:30–12:15 ROOM 16

Circulation Staff as Reference “Assistants”

In the fall 2008, the Library of Virginia began training Circulation Staff on Reference resources and services. Originally designed to enhance referrals at the Circulation Desk, Circulation staff now work alongside librarians at the Reference Desk. This session will discuss how the Library developed and has benefited from the program.

Presenter: Suzy Szasz Palmer, Library of Virginia.

FRIDAY 11:30–12:15 ROOM 2

Top 25 Websites for Teaching and Learning

The AASL Teaching and Learning Task Force was given the charge to find the top 25 innovative websites for education. Come and see the new and landmark technologies that were chosen for this year. Learn about these websites and how they can be used for your teachers and students.

Presenter: Dr. Heather Moorefield-Lang, Virginia Tech.

FRIDAY 11:30–12:15 ROOM 3

How to Choose: Faith Based Fiction and Non-Fiction

Of increasing concern to librarians is the issue of self censorship in various “sensitive” areas. How do you balance community needs and standards with a commitment to Intellectual Freedom? What is and is not suitable for YA and juvenile collections? What role might your own views play? How do you deal with the concerns of individuals and groups on opposing sides of the debate? We will look specifically at the area of Faith Based Literature in this light.

Presenters: Doug Henderson, Loudoun County Public Library and Barry Trott, Williamsburg Regional Library.

FRIDAY 11:30–12:15 ROOM A/B

Justnathan TV: Just in Time Tech Training

Broaden your tech training and programming horizons by using video and putting your content on the Web! Streaming live and hosting recorded videos is a great way to connect to users everywhere! Learn how to easily start your own “channel” for almost nothing!

Presenters: Nathan Flinchum and Wendy Allen, Roanoke Public Libraries.

FRIDAY 11:30–12:15 ROOM 11

What is the Focus?! Zooming in on Student Needs

In a world where students find information sources themselves, contact between librarians and students can be limited. In this presentation, librarians from the University of Virginia will report on a multi-phase assessment project designed to answer the question, “What are our students working on, and how can we help?”

Presenters: Matt Ball and Meridith Wolnick, University of Virginia.

FRIDAY 12:30–2:00 – ROOM 18

Jefferson Cup Luncheon (Ticketed Event \$31)

FRIDAY 2:15–3:00 ROOM 3

Resource Description and Access (RDA): Is the Code Ready, Done, and Available?

Resource Description and Access, the new cataloging code, is slated for publication in late November 2009. This session will highlight differences between the Anglo-American Cataloging Rules and RDA and discuss implications and proposed actions for integrated library system vendors.

Presenter: Dr. Robert Ellett, Joint Forces Staff College.

Conference Sessions CONTINUED

FRIDAY 2:15–3:00 AMPHITHEATER

Non-Traditional Users and Donors: Desegregation of Virginia Education (DOVE) Project

A new initiative, the Desegregation of Virginia Education (DOVE) project, is attracting non-traditional users to academic libraries by documenting a turbulent era in Virginia educational history. Led by Old Dominion University Libraries Special Collections, the statewide DOVE project is identifying, locating and preserving material related to Virginia's school desegregation process.

Presenters: Sonia Yaco, Old Dominion University and Dr. Beatriz Hardy, College of William and Mary.

FRIDAY 2:15–3:00 CENTER LOUNGE

Implementing LibraryH3lp for Chat Reference

This presentation will describe the University of Virginia Library's transition from an IM-based chat reference service to a new model based on LibraryH3lp, an integrated chat reference system that allows us to staff the service collaboratively across the library system, and to provide higher quality service to our patrons.

Presenters: Christine Ruotolo and Keith Weimer, University of Virginia.

FRIDAY 2:15–3:00 ROOM 17

Just the Ma'am Facts: Women's Nonfiction

Nonfiction books marketed to women are hotter than ever, but libraries, booksellers, and publishers have been slow to notice. Learn about this reading interest and discover how you can better serve the readers at your library. We'll discuss collection development, readers' advisory, and forthcoming hot titles.

Presenter: Jessica Zellers, Williamsburg Regional Library.

FRIDAY 2:15–3:00 ROOM 2

Beyond 20 Things: Practical Uses for the Social Web

Curious about the "brave new world" beyond Web 2.0 learning projects like 23 Things? See how one library system uses sites such as YouTube, MySpace, and Flickr to create videos, subject guides, scrapbooks, and more to enrich daily library operations and enhance and extend public service in their communities.

Presenters: Sherida D. Bradby, Donna-Jo Webster and Carolyn Garner, Pamunkey Regional Library.

FRIDAY 2:15–3:00 AUDITORIUM

Library School from Afar

Distance education has grown exponentially and library schools across the nation have answered the call. The distance education experience of the presenters will be shared – the good, the bad, and the ugly of DE, so to speak. Attendees will learn what it is like to pursue graduate education from afar, in virtual classrooms, with real time results.

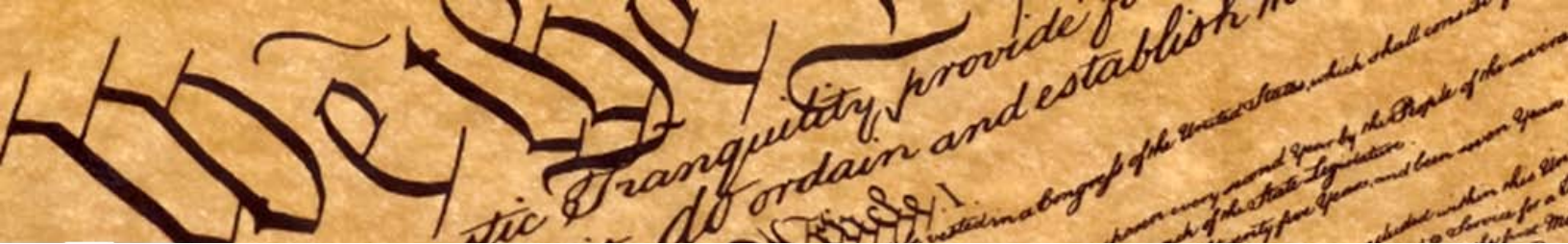
Presenters: Jamie B. Price, Jefferson College of Health Sciences and Maryke Barber, Hollins University.

FRIDAY 2:15–3:00 ROOM A/B

Making Sense of Big Dollars

Feasibility, prospect identification, creating the case, making the ask...it's all about trustees and directors building relationships in the community. Daunted? Don't be! Learn the hard won lessons of other libraries. Especially in tough economic times, it's critical to strategize, develop key relations and integrate fundraising into your way of doing business.

Presenters: Charles B. Fitzgerald, Development Office: University of Virginia and Pam Fitzgerald, The Ivy Group.



FRIDAY 2:15–3:00 ROOM 11

**Building your Music Collection:
A Few Basic Survival Skills for
Acquiring CDs and Scores While
Coping with Music Terminology**

Join Erin Mayhood, Head Music Librarian at the University of Virginia, as she demystifies music collection development. The session will focus on exploring some free tools available to assist with selecting CDs and music scores for your collections, choosing vendors, and making sense of the language of music materials.

Presenter: Erin Mayhood, University of Virginia.

FRIDAY 2:15–4:00 ROOM 16

Our Jefferson Cup Overfloweth

The Jefferson Cup Award is given each year to a work of outstanding history writing for young people (history, biography, historical fiction). Can you imagine selecting only one winner from 300 reviewed books? Almost impossible! Come and hear members talk about their personal favorites, the honor books and the 2009 winner. Sign up to also attend a luncheon with the winning author.

Presenter: Connie J. Moore, Battlefield Middle School Library.

FRIDAY 3:15–4:00 AUDITORIUM

**Succession Planning for Everyone,
Starting Now**

Nearly 50,000 librarians will turn 65 between 2010 and 2019, many of them managers. Who are the GenXers and millennials waiting in the wings, and what should we all be doing now? Beyond handing over the keys and the procedures manual, what's the succession plan in your library?

Presenters: Carol Sinwell and Sylvia Rortvedt, Northern Virginia Community College.

FRIDAY 3:15–4:00 AMPHITHEATER

**Library Research Awards: Promoting
the Library's Role in Student
Academic Success**

For the past 4 years, our library has provided two \$500 awards to undergraduate students who show creative and original library research in their coursework. Find out how library research awards can be developed as an unusual marketing technique to promote students' achievements and how libraries contribute to that success.

Presenter: Candice Benjes-Small, Radford University.

FRIDAY 3:15–4:00 CENTER LOUNGE

**Keeping Up With Users: Assessing the
Training Needs of Staff to Maximize
User Centered Libraries**

User centered libraries require responsive staff to meet the diverse needs of our constituencies. This project shares findings of a training needs assessment conducted at 16 member libraries of the Virginia Tidewater Consortium (VTC) and provides a progress report on how the results are being used.

Presenters: Sara Baron and Faye Watkins, Regent University.

FRIDAY 3:15–4:00 ROOM 17

Man Fiction: Give 'em What They Want

Male readers, what do they want to read? Do we provide them with the books they are looking for? These patrons are often overlooked when materials are purchased. Come see what new topics are hot in this publishing industry and explore many of the upcoming titles.

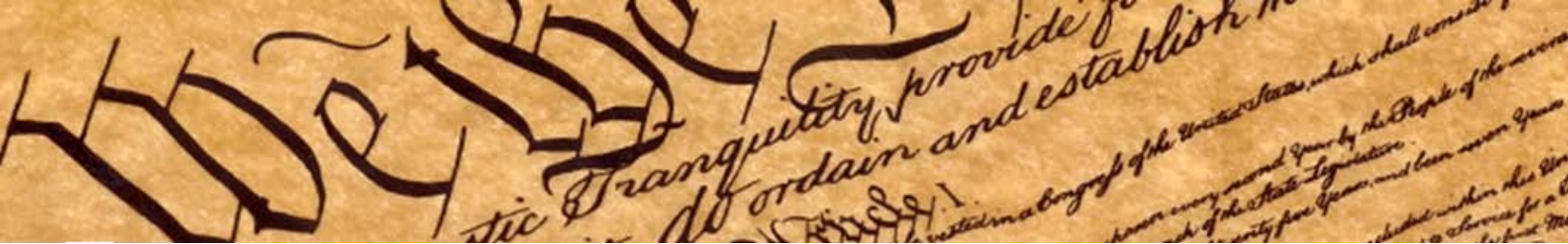
Presenters: Wendy Allen and Randi Wines, Roanoke Public Libraries.

FRIDAY 3:15–4:00 ROOM 2

**How to Go From 0–80 in One Year:
Implementing Successful Teen and
Adult Programs on a Tight Budget**

Learn how Suffolk Public Library went from offering no teen and adult programming to hosting over 80 programs in one year's time. We will share our strategies for planning, marketing, and executing successful programs that meet community needs, even with a small staff, limited funding and no dedicated meeting space.

Presenters: Olivia DiLeonardo and Julie Darnell, Suffolk Public Library.



Conference Sessions CONTINUED

FRIDAY 3:15–4:00 ROOM 3

Down with 741.5:

A Graphic Novel Approach

Are your graphic novels languishing in 741.5? At the Williamsburg Regional Library, we developed a homegrown classification system, and circulation is soaring. Learn how you can repackage your graphic novels into an intuitive, browsable, user-friendly collection. We'll discuss issues such as age levels, cartoons vs. novels, and cataloging issues.

Presenters: Jessica Zellers, Jeanette Navia, Jennifer Mitchell and Jean Marie Taylor, Williamsburg Regional Library.

FRIDAY 3:15–4:00 ROOM A/B

Tough Times Call for Tough Leaders

Assess your leadership style. Now, more than ever, libraries need strong leaders. Librarians and trustees need to be versatile and agile, especially in the midst of turmoil and uncertainty. Learn how to adjust your style and apply the most effective leadership techniques when your library is confronted by budget cuts and other critical challenges that require skilled dialogue with decision-makers.

Presenters: Pam Fitzgerald and Nancy Davis, The Ivy Group.

FRIDAY 3:15–4:00 ROOM 11

Bold Decisions:

Service & Resource Model Changes in an Academic Library

What if your library had few or no books? Would you still be a library? Yes! The UVA Education Library's shift to an embedded librarian service model serves as the session's exemplar. The presenters will focus on the precipitating circumstances, planning and implementation efforts, resources and services now offered, and what it takes to make this venture a success.

Presenters: Kay Buchanan, Carla Lee and Carole Lohman, University of Virginia.



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Exhibitors 2009

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Booth Representative: Dolores Curtis.

BOOTH: 305/307/309

ABDO

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Ashburn, VA 20147
(703) 858-7364
Booth Representative: Dolores Curtis.

BOOTH: 510 & 512

Association Book Exhibit

9423 Old Mount Vernon Rd.
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(703) 619-5030
Booth Representative: James Powell,
Exhibit Representative.
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BOOTH: 305/307/309

Bearport and The Creative Co.

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BOOTH: 210

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BOOTH: 312

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Exhibitors 2009 CONTINUED

BOOTH: 103

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Booth Representative: Rick Beale,
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BOOTH: 113

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BOOTH: 613

CodeBlue Technology, LLC

5000 Mounment Ave.
Richmond, VA 23230
(804) 521-7660

Booth Representatives: Will Wright,
Business Development and Trey Hayden,
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BOOTH: 402

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Booth Representative: Chuck Koutnik,
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BOOTH: 314

Drexel University, The iSchool

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(215) 895-2474

Booth Representative: Kevin Yu.

BOOTH: 301

EBSCO Information Services

Po Box 2543
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Booth Representatives: Dave Brisendine, Regional Sales Manager, and Steve O'Dell, Sales Representative.

EBSCO Information Services provides e-journal, e-book, & e-journal package & print subscriptions, e-resources management tools, full-text & secondary databases, & related services for all types of libraries, research organizations & corporations.

BOOTH: 206

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Booth Representative: Bianca Swift,
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Founded in 1941, Facts on File is an award-winning publisher of print, online, and eBook reference materials as well as online historical and current news products for schools and libraries. Subject areas include science, history, careers, literature, religion, the arts, and more.

BOOTH: 101

Fax 24 Public Fax Service

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(202) 733-4279

Booth Representative: John Davey.

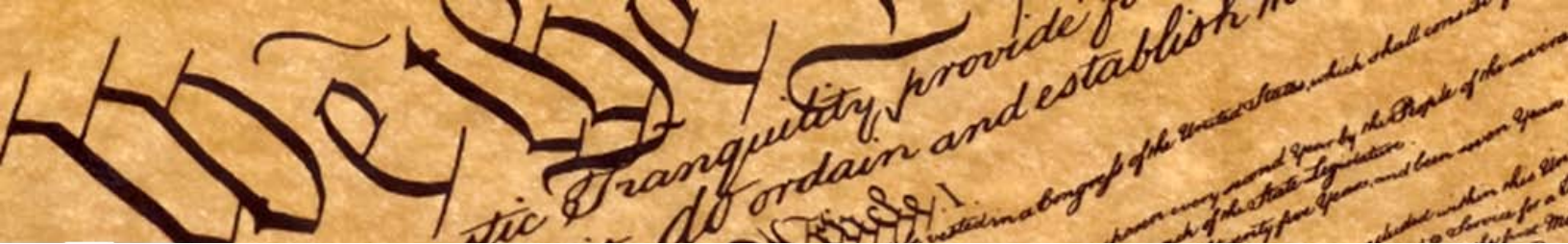
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BOOTH: 313

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BOOTH: 407

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BOOTH: 203

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BOOTH: 305/307/309

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Booth Representative: Dolores Curtis.

BOOTH: 310

LexisNexis

7500 Old Georgetown Rd.
Bethesda, MD 20814
(301) 951-4520

Booth Representative: Jude Hayes.

BOOTH: 108

Liberty Systems, Inc.

1313 Roth Avenue
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Booth Representative: James L. Malise, Account Executive.

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BOOTH: 112

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BOOTH: 114

Mango Languages

31420 Northwestern Hwy, Suite 100
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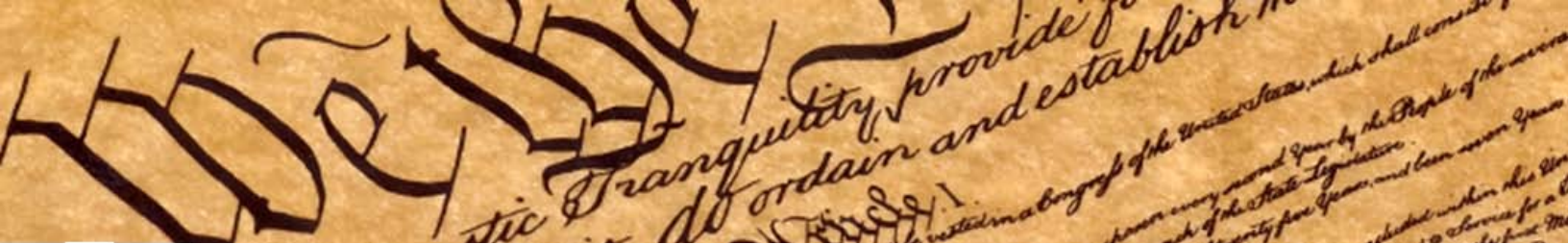
The Mom's Choice Awards honors excellence in family-friendly media, products and services. Parents, Educators, Librarians and Media Specialists rely on our evaluations when selecting quality materials for families.

BOOTH: 412

Nature Publishing Group

The Macmillan Building
4-6 Crinan St.
London, NI9XW
44 (0) 207-843-4827

Booth Representative: John Moore, Sales Representative.



BOOTH: 302/304/306/308

O'Brien Associates

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(800) 340-7323

Booth Representative: Mark O'Brien,
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BOOTH: 504

OCLC

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(614) 761-5074

Booth Representatives: Ellen Mizio,
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Cappuzzello, Regional Marketing
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Services Consultant.

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and WorldCat Local "quick start" help infor-
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delivery options...all in one interface. Learn
more about our growing NetLibrary eAudio-
book collections...perfect for readers on the
go!*

BOOTH: 506

**Old Dominion University Research
Foundation: Librarianship Upgrades
for Children and Youth Services
(LUCY).**

145 Darden College of Education
Norfolk, VA 23529
(757) 683-3284

Booth Representative: Carol A. Doll,
LUCY Manager.

*Funded by an IMLS grant, Librarianship
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cation program for public and school librar-
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youth. Come learn about LUCY, meet the
people who are administering the program,
and give us your input about what programs
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Booth Representative: Jenifer Maloney.
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BOOTH: 107

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BOOTH: 406

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Exhibitors 2009 CONTINUED

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Fairfax, VA 22031
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Booth Representatives: Lori Sonderegger, Business Development, Marlene Shade, Senior Associate and Dennelle Wrightson, Director of Library Architecture.
Architecture/Engineering Design & Planning.

BOOTH: 204

Quality Books, Inc.

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Booth Representatives: Karen Pollok, Sales Representative, and Rob Zimmers, President, COO, Principal.
Quality Books Inc. specializes in distributing small press books, videos, CD-ROMs and DVDs to libraries. We offer approval, annotation, standing order plans, and "shelf-ready library" processing.

BOOTH: 404

Science/AAAS

1200 New York Ave. NW
Washington, DC 20005

Booth Representative: Phillip Smith, Senior Sales Representative.

AAAS is the publisher of the weekly journals Science and Science Signaling, both online and print and Science Express, online only. The complete digital archives of Science 1880-1996, Science Classic, is now available. Coming soon – Science Translational Medicine. Contact Science online@aaas.org.

BOOTH: 106

School of Library and Information Science, The Catholic University of America

620 Michigan Ave. N.E.
Washington, DC 20064
(202) 319-5085

Booth Representative: Tim Steelman, Assistant Dean.

The School of Library and Information Science (SLIS) provides professional education and supports lifelong learning in the tradition of the Catholic University of America. We produce innovative leaders with professional values informed by the CUA core values of reason, faith, and service; and the SLIS values of collaboration, community, innovation and excellence. Our education is characterized by a strong grounding in the theory and practice of the LIS field, engagement with the rich cultural and human resources of the Washington metropolitan area, and the creative use of information technology. SLIS is committed to applying the principles of library and information science towards the betterment of the individual, communities, and society.

BOOTH: 105

Sirsi Dynix

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Booth Representative: John Quealy, Director – Reference Markets.

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BOOTH: 207

The Durand Press

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(603) 795-4350

Booth Representatives: John Mudge,
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www.thefamilyletters.com*

BOOTH: 305/307/309

The Media Choice

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Booth Representative: Dolores Curtis.
Books and Databases.

BOOTH: 110

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berger, Sales Representative.

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BOOTH: 405

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(304) 229-0100

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BOOTH: 505

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Washington, DC 20549
(202) 551-6318

Booth Representative: Frank J. Locker.

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(SEC) is an agency of the US Federal Gov-
ernment that is offering free publications for
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agency has an active program to educate our
nation's seniors as well as the general public
about the importance of making wise finan-
cial decisions and avoiding fraud/scams.*

BOOTH: 507

University of North Texas School of Library & Information Sciences

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Professor.

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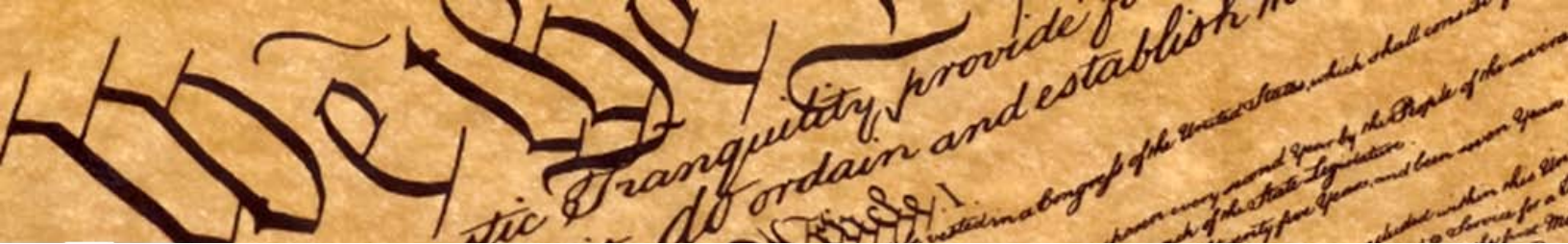
BOOTH: 109

University of Tennessee School of Information Sciences

1345 Circle Park Drive
Knoxville, TN 37996
(865) 974-2148

Booth Representatives: Joel Southern,
Communication Specialist, and Ed
Cortez, Director and Professor.

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faculty and staff for socializing, networking,
and fun. Refreshments and a cash bar will be
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Exhibitors 2009 CONTINUED

BOOTH: 511

Virginia Association of Museums

200 S. Third Street
Richmond, VA 23219
(804) 788-5821

Booth Representatives: Margo Carlock, Executive Director, and Jennifer Weiskotten, Program Director.

The Virginia Association of Museums has received a Connecting to Collections grant from the Institute of Museum and Library Services to help libraries, archives and museums across the state with collections concerns. Visit our booth to hear more about our project and collections care training opportunities and resources, and to take a quick survey about your training needs.

BOOTH: 408

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Megan Hodge, Current LIS Student

Virginia Web Institute Dates

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and
January 6th-9th 2011

For Program Information Contact:
Dr. Phil Turner, pturner@unt.edu





Conference within a Conference: User-Centered Libraries

The Virginia chapter of the Association of College & Research Libraries (VLACRL) is pleased to welcome you to the first-ever VLACRL Conference, “User-Centered Libraries.” We are proud to present 14 concurrent sessions, including invited speaker Lucy Holman and 13 peer-reviewed programs representing the cutting edge of academic librarianship, from instruction to assessment to web development. All of our programming (listed on the next page) will be in the Amphitheater and the Center Lounge.

We also encourage you to attend our VLACRL business meeting, held at 12:00 Thursday during the lunch break, where we will elect officers and discuss programming ideas. All are welcome. Also, please feel free to talk to any chapter officer any time during the conference if you have suggestions or would like to become involved.

We sincerely thank VLA for encouraging this collaboration, and working with us over the past year to build our conference-within-a-conference. We hope you will take advantage of the opportunities to hear the VLA keynote speakers, attend other sessions of interest to you (there are additional sessions presented by academic librarians in the general schedule), and visit the Exhibits.

—Your VLACRL Executive Board (Mark Lenker, chair; Craig Amos, co-chair; Candice Benjes-Small, secretary/treasurer; Luke Vilelle, past chair)

-----VLACRL’s Conference Poker Run-----

Win a free VLACRL spring program registration by playing VLACRL’s Conference Poker Run. At each VLACRL session, attendees will receive one playing card to add to their poker hand (up to a limit of five). When your hand is full, or before you leave the conference, show your hand to a VLACRL officer in the Amphitheater. The attendee with the best poker hand will receive a free registration for VLACRL’s spring program!

Put Poker Card #1 here.	Put Poker Card #2 here.	Put Poker Card #3 here.	Put Poker Card #4 here.	Put Poker Card #5 here.
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Ranking of Poker Hands*

1. Five of a Kind	6. Flush (any 5 cards of the same suit)
2. Royal Flush	7. Straight (5 cards in sequence; suit doesn’t matter)
3. Straight Flush	8. Three of a Kind
4. Four of a Kind	9. Two Pairs
5. Full House (Three of a kind combined with a pair)	10. Pair

*Questions? Ask a VLACRL officer.



Conference within a Conference Continued

VLACRL Programming Schedule

	Amphitheater	Center Lounge
Thursday, 12:00-1:00		VLACRL meeting
Thursday, 1:15-2:00	LibX 2.0 - enhancing the Web (Annette Bailey, Virginia Tech)	Broadcasting business information: library instruction for 500 (Jason Sokoloff and Kathy Clarke, James Madison University)
Thursday, 2:15-3:00	What our users are telling us: a simple method of analyzing survey comments (Eric Ackermann, Radford University)	Learning to share: research guides as Web 2.0 tools of interaction and collaboration (Tatiana Pashkova-Balkenhol, Longwood University)
Thursday, 4:00-4:45	Textbook sticker shock? Come to the library! (Marcia Dursi and Gwen Vredevoogd, Marymount University)	User-centered teaching: experiences developing a credit bearing graduate course (Connie Stovall, Virginia Tech)
Friday, 8:00-8:45	Assessing the one-shot instruction session (Carolyn Meier and Jennifer Nardine, Virginia Tech)	Website re-design on a dime: gathering user input on a budget (Alison Peppers and Ilka Datig, Mary Baldwin College)
Friday, 11:30-12:15	Case of the Millennials mysterious searching habits (Lucy Holman, University of Baltimore)	This, that or both? Comparing the usability of results from LibQual+® and a "home grown" customer satisfaction survey (Sandra Yaegle and Sara Baron, Regent University)
Friday, 2:15-3:00	Non-traditional users and donors: Desegregation of Virginia Education (DOVE) Project (Sonia Yaco, Old Dominion University, and Beatriz Hardy, College of William & Mary)	Implementing LibraryH3lp for chat reference (Christine Ruotolo and Keith Weimer, University of Virginia)
Friday, 3:15-4:00	Library research awards: promoting the library's role in student academic success (Candice Benjes-Small, Radford University)	Keeping up with users: assessing the training needs of staff to maximize user centered libraries (Sara Baron and Faye Watkins, Regent University)

*Full session descriptions are available in the concurrent session listings in this program.

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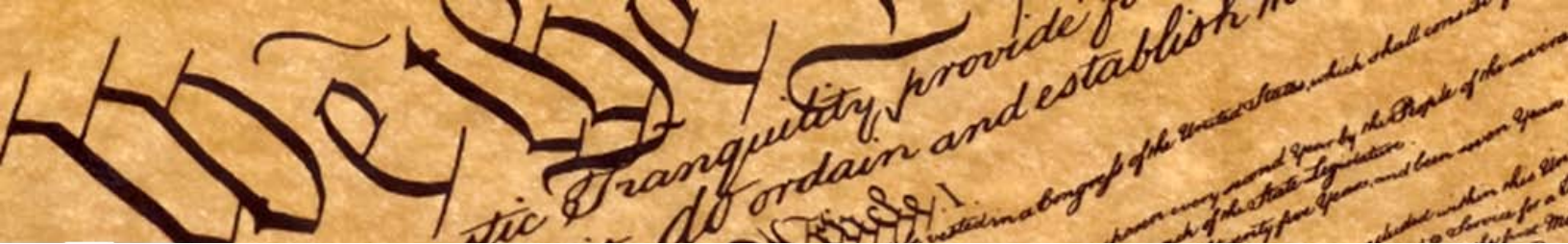
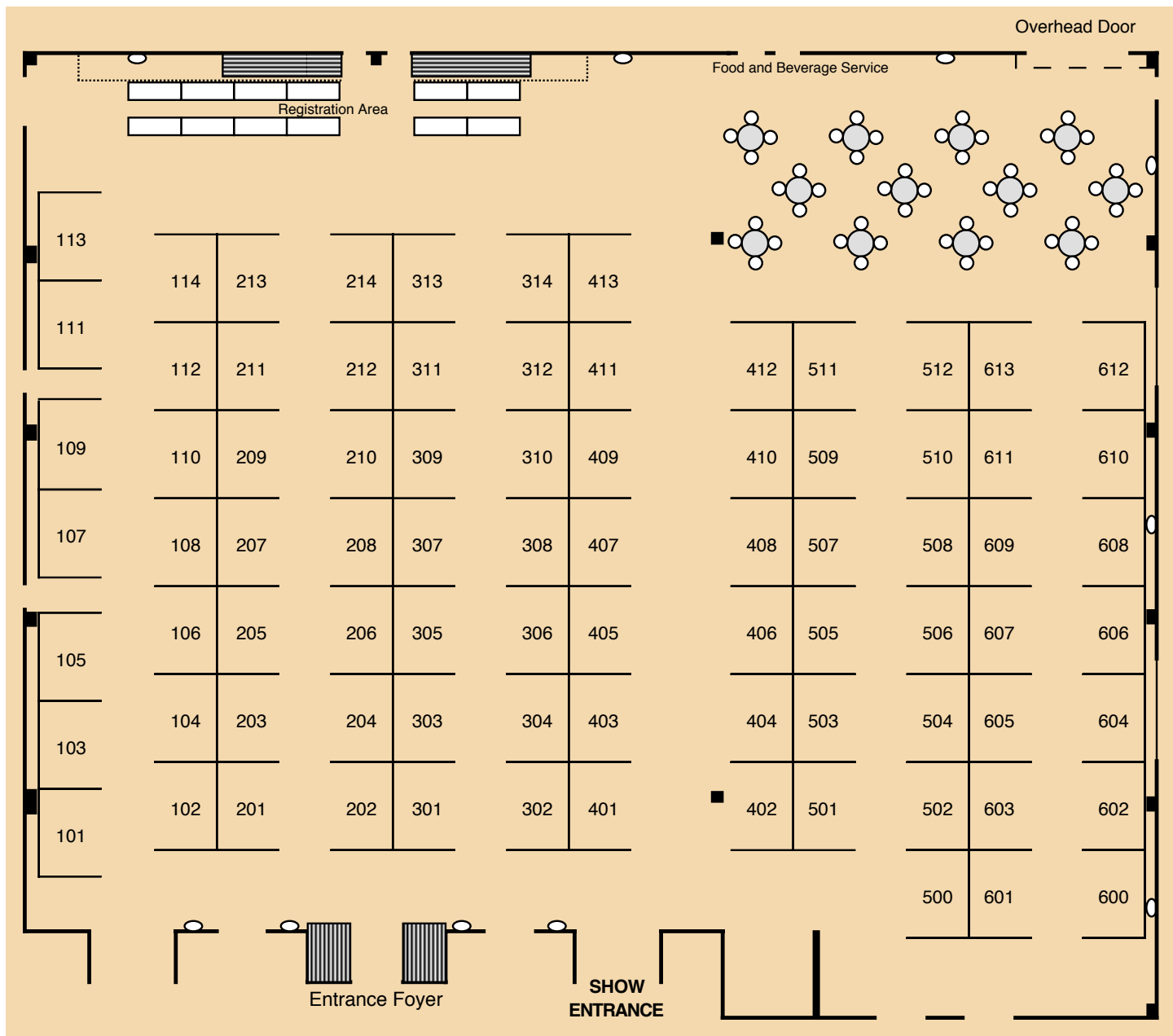


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